

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: C. Keith Attorney Docket No.: 125524  
Application No.: 09/802223 Art Unit: 3695 / Confirmation No.: 6685  
Filed: March 8, 2001 Examiner: O.O. Oyebisi  
Title: AUTOMATED PREFERENCES FOR MARKET PARTICIPANTS

AMENDMENT AFTER FINAL

Seattle, Washington 98101

May 7, 2010

TO THE COMMISSIONER FOR PATENTS:

INTRODUCTORY COMMENTS

Applicant respectfully requests reconsideration of the above-identified patent application in view of the following remarks. As discussed with the Examiner in a telephone interview on April 20, 2010, the claim rejections set forth in the Office Action of February 18, 2010, are in error and should be withdrawn.

**Amendments to the Claims** are reflected in the listing of the claims, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.

**ENTERED** O.O

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